Brand guidelines

Updated: June 2016
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1 Introduction
**Our vision**
Seas Fit for Life – clean seas and coasts that support abundant marine wildlife, sustainable livelihoods and enjoyment for all.

**Our mission**
To drive change in government policy, industry practice and individual behaviour that results in measurable improvements in the state of our seas - improved biodiversity, healthier fish stocks and less pollution on beaches and in the sea.

**Our approach**
Throughout our work we aim to inspire, inform, involve and influence everyone who can take action to safeguard our seas now and for future generations. We will:

- **inspire** people to value the marine environment and to enjoy all that the coast and seas provide, through awareness and education.
- **inform** and engage the public, governments and industry through effective communications and events.
- **involve** people in our work through practical volunteer projects, campaigns, partnerships and promotion of sustainable behaviour.
- **influence** governments and industries to turn their commitments and policies into action and pursue solutions that improve the health of our seas, shores and wildlife.

**Our aims**
MCS will focus its work over the period 2015-2020 on the following priorities, to progress towards our vision of Seas Fit for Life:

1. **Protecting marine life**
   Establish an ecologically coherent UK network of well-managed Marine Protected Areas (MPAs).

2. **Sustainable fisheries**
   Recovery of fish stocks and reduced impact of fishing and fish farms on habitats, non-target species and marine ecosystems; and increase availability of sustainably wild caught and responsibly farmed seafood.

3. **Clean seas and beaches**
   Reduce litter and bathing water pollution at UK beaches.

4. **Working seas**
   Ecologically sustainable planning and management of major marine industries and our wider seas.

5. **Engaging our audiences**
   Increase public understanding, appreciation and enjoyment of UK seas and active involvement in marine conservation.

Download

2015-2020 strategy ‘Our Seas Our Future’
We know what we do.
Well, we do... but does everyone else?

Brand isn’t just the logo. Brand is made up of a number of different components: the ‘look’ or visual identity, the way we communicate, the work we do.

In a world full of brands, it’s vital that ours is recognised by the public, supporters, funders, industry, partner organisations and other charities. We can’t assume that because we recognise our brand everyone else does too.

Our brand must be strong and recognisable – it must set us apart from other organisations who have similar goals and audiences. In a crowded environmental charity world, our brand is key to helping us grow long and fruitful relationships with our supporters and wider audiences.

All of us who represent MCS must be able to communicate the brand with ease and confidence. From the Trustees, the CEO, the staff and volunteers – we should all know exactly how and what to communicate to ensure the MCS brand is as clear as crystal with public, partners, supporters and competitors.

In this document you will find everything you need to understand the MCS visual identity. How to use our name, how to use our logo, guidance on words you can use to describe MCS, use of colours, photographs and how to communicate the brand in different circumstances.
1.3 Introduction / How to use our name

The Marine Conservation Society as an organisation is singular, so

- The Marine Conservation Society is...
- The Marine Conservation Society thinks...
- The Marine Conservation has...

Or

- MCS is...
- MCS thinks...
- MCS has...

Never

- The Marine Conservation Society are...
- MCS have...
- When using the acronym never prefix with 'the' – it is not – The MCS thinks...

When to use the acronym

In a report or grant funding application always use the full name first. If you are going to repeat our name regularly then refer to the acronym in brackets first then on its own:

The Marine Conservation Society (MCS) says... and then just MCS after that.

Remember, when tested, very few members of the public knew what the acronym - MCS - stood for, so please use it as little as possible to external audiences.

Needless to say, don’t use the abbreviation in brackets if you don’t intend to use it again.
1.4 Introduction / Our strapline

Protecting our seas, shores and wildlife

The strapline does exactly what it says on the tin... it tells people what we do. When tested, the word ‘protecting’ struck a particular resonance with members of the public. It indicates our sincerity to ensure that the UK’s coastal waters, beaches and wildlife are saved for future generations.

The strapline should be used on corporate materials and literature where appropriate. It should not be overused, only appearing where space allows and in an introductory or sign off fashion.
2 Logo
2.1 The logo / The Marine Conservation Society logo

The primary MCS logo features a strong orange and blue colourway on a white or transparent background. This logo should always be used in the first instance over a white or light colour background. Where the logo cannot be used due to a lack of contrast with the background, or for technical reasons, there are a number of other alternative options (shown on subsequent pages) which can be used with the agreement of the Head of Communications or Director of Fundraising and Marketing.

The MCS logo belongs to the charity and is trademarked. Only our staff, corporate supporters and other selected groups and partners have permission to reproduce our logo. It cannot be used without the explicit consent of MCS, a licensing agreement or memorandum of understanding. For more information on our trade marks please go to section 8.2.
The logo can be used in various sizes depending on the size of the artwork being produced. The size should fit with the objectives of the output, it should always be clear, but not so dominant that all other content is overshadowed - unless logo recognition from a distance is required, for instance on signage.

**Our sizing guidelines**

**Minimum size – 25mm wide**
Typically this size might be used on business cards or pocket guides. Below this size the legibility of the lower type is compromised. Avoid smaller sizing except in exceptional circumstances.

- **A5 (148 x 210mm) – 35-45mm wide**
- **A4 (210 x 297mm) – 45-55mm wide**
- **A6 (105 x 148mm) – 25-35mm wide**
- **A3 (297 x 420mm) – 60-70mm wide**
2.3 The logo / Application and restrictions

It is important that the Marine Conservation Society logo is always applied correctly. The logo must not be tampered with, or altered in any way.

❌ Do not stretch

❌ Do not compress

❌ Do not rotate

❌ Do not change the layout

❌ Do not change the colour

❌ Do not add any effects
2.4 The logo / Primary colourways

The logo can be shown in a number of colourways depending on the circumstances, but primarily we use the Positive or Negative versions illustrated below. The next page illustrates our secondary colourways.

Full colour

**Positive** - blue (Pantone 540c) and orange (Pantone 151c)

**Negative** - white and orange (Pantone 151c) on blue (Pantone 540c)

The **Positive** logo is to be used only on white or light backgrounds.

The **Negative** logo is to be used only on blue (Pantone 540c) or the two alternatives shown on the next page.
In circumstances where the Primary Positive or Negative logos are not able to be used, consider these alternatives.

**Negative** - white and orange (Pantone 151c)

**Single colour and mono** - used in rare cases, and where full colour is not available

- on grey
- on blue (Pantone 540c)
- on black
- on black
The logo can be placed on a single colour background or an image where an area of solid colour allows the logo to be readable and clear. Where the background colour is very light, use the ‘Positive’ logo, and where very dark, use the ‘Negative’ logo. The ‘Single Colour’ white logo should where possible overlay colours which are complementary and in harmony with the brand colours.

- Obtrusive background
- Not enough contrast
- Don't use non-brand colours
- Avoid solid orange
- Do not switch logo colours
2.6 The logo / Applying the logo ii

The top left use is acceptable because the blues are complimentary to the brand and are dark enough to allow the white and orange of the ‘Negative’ logo to contrast.

The top right use is not acceptable, as the lighter blues in the background do not allow the orange within the ‘Negative’ logo to stand out, in this instance the ‘Single Colour’ all white logo bottom right is the best option.
The ‘Positive’ version of the logo can be used to overlay images, however the legibility of the logo cannot be compromised. A slight amount of photo editing can be used to create more contrast, however this should be done subtly, and should not be obvious to the viewer.
Where possible, the logo is to be positioned top right at the correct distance from the edge. It must be clearly visible and if positioned overlaying images then the background must be suitably light enough to provide a large contrast.

If circumstances arise where it’s not appropriate to position the logo in the top right, it can be positioned elsewhere, ideally in one of the corners. Always get alternative layouts approved by the Head of Communications or Director of Fundraising and Marketing.
In order to create maximum impact our logo should not butt up against images or be overlapped. It must be surrounded by a clear area, as shown below, in which nothing else may appear.

Before:

After:
Frequently, MCS works in partnership with other organisations to deliver a project or campaign.

In our own outputs, if other organisations are funding the work or project, but are not necessarily delivering in partnership with MCS, this distinction needs to be clear. The funders’ logo should be located away from the MCS logo, either in a separate area or on another inside page.

If other organisations are delivering work in partnership with MCS, or the piece of literature is a joint publication, then equal weighting should be given to all the logos featured. Ideally, the MCS logo should be placed at the top or bottom right.

Other than within key corporate partnerships, the use of our own logo by other organisations is restricted. Please run each external request to use our logo past the Head of Communications (richard.harrington@mcsuk.org) or Director of Fundraising and Marketing (mike.crossley@mcsuk.org).
2.9 The logo / Use of our logo by other organisations

MCS frequently receives requests from third parties requesting use of our logo.

Use of the MCS name and logo is governed by guidance from the Charity Commission, which requires that permission to use a charity’s logo and name by a commercial company should be given only in return for a specified financial or other benefit. This ensures that the value of our name derived from the confidence that people have in MCS as a reputable and independent charity is maintained and that the benefit derived by the company through its use is balanced by an equivalent benefit to MCS and our work.

Companies can benefit from use of the MCS logo either by becoming corporate members of MCS or entering into a licensed partnership. All applications from companies will fall within our commercial-use policy and must be directed to fundraising@mcsuk.org

Certain other MCS partners may apply to use the MCS logo on the following grounds:

- There will be no financial return or commercial benefit in any way derived from use of the logo
- The logo will be used by a non-commercial organisation or media partner
- Written approval is confirmed by MCS as follows.

All applications from non-commercial organisations must be directed to MCS’s Director of Fundraising and Marketing, mike.crossley@mcsuk.org

Examples of non-commercial partnership logos
3 Colour
3.1 Colour / Palettes

Primary colour palette
The primary colour palette consists of dark blue and orange, which is used for the core brand elements, e.g. the logo itself and on materials such as brochure covers/spreads, PowerPoint slides, menus, banners, etc.

**Pantone 540c**
- C: 100
- M: 57
- R: 00
- Y: 12
- G: 49
- K: 61
- B: 85
- #003155

**Pantone 151c**
- C: 0
- M: 48
- R: 244
- Y: 95
- G: 151
- K: 0
- B: 15
- #f49712

Avoid overuse of tints of the brand colours

Secondary colour palette
The core brand colours of dark blue and orange are complemented well by colours which are found within coastal and marine environments. Colours which work well are muted, pastel shades, which provide contrast to the bold vivid brand colours.

**Pale cyan**
- C: 64
- M: 10
- R: 87
- Y: 16
- G: 179
- K: 0
- B: 207
- #57b3cf

**Pale lime**
- C: 30
- M: 4
- R: 198
- Y: 76
- G: 209
- K: 0
- B: 90
- #c6d15a

**Pale blue**
- C: 72
- M: 43
- R: 83
- Y: 16
- G: 129
- K: 0
- B: 175
- #5381af

**Pale teal**
- C: 58
- M: 20
- R: 120
- Y: 38
- G: 169
- K: 0
- B: 163
- #78a9a3

**Pale purple**
- C: 31
- M: 62
- R: 186
- Y: 8
- G: 119
- K: 0
- B: 168
- #ba77a8

**Pale red**
- C: 0
- M: 75
- R: 235
- Y: 70
- G: 93
- K: 0
- B: 72
- #eb5d48

On occasions where a stronger tone is required, make the colour 20% stronger.
4 Graphic elements
Instead of using straight lines which are so evident in corporate materials we use rough edging which serves to bring a natural, rugged, organic and fluid feel to the materials, echoing what is seen in the environment which MCS works to support.

The rough around the edges approach makes the content feel looser, more relaxed and approachable, and serves as a foil to the rounded, polished shapes of the MCS logo and sans serif typeface.
Rough handdrawn lines are used as a divider to separate and compartmentalise content. They are also used to emphasise page headers and subtitles, to underline copy and to draw attention. They can also be used to add visual interest to quotes and as alternatives to bullet points.

“Protecting marine life

Our oceans are losing their biodiversity at an alarming rate – over the last century we’ve lost 90% of the biggest, fastest, and wealthiest animals. There are over seven times more vertebrate species threatened with extinction in the sea around the UK than there are on land, and there are many species which we know so little about that we cannot even begin to assess their vulnerability.

Our seas and their precious marine species and habitats must be properly managed and managed now to ensure they remain even in the face of man-made and climatic changes that are threatening this rich underwater environment and its ecosystems.

Our focus must be making sure people can continue to enjoy the sea, enjoy threatened species and habitats and turn the corner from declining to thriving and bring a world under the waves to a brand new audience.

Our approach is a suit of 3 tools of well-managed Marine Protected Areas (MPAs), that can support the recovery of our oceans and marine heritage.

We must not hand empty seas to the next generation.”

G. Carleton Ray

Our seas, our future

“Our seas, our future” sets a 10-year vision of our seas and where we will target our efforts over the next five years to find lasting solutions. It recognises the progress we have already made in many areas and looks at how we will continue to achieve our vision of “Seas Fit for Life”, how we will secure support, and the ways we will engage people to help deliver those aims for the benefit of all – above and below the waves.

Our aims

MCS will focus its work over the period 2015–2020 on the following priorities, to progress towards our vision of “Seas Fit for Life”.

Protecting marine life

Establish an ecologically coherent UK network of well-managed Marine Protected Areas (MPAs).

Sustainable fisheries

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Clean seas and beaches

Reduce litter and bacteriater pollution at UK beaches.

Working seas

Ecologically sustainable planning and management of major marine industries and our wider seas.

Engaging our audiences

Increase public understanding, appreciation and enjoyment of UK seas and active involvement in marine conservation.

Delivery of these conservation aims will be underpinned by organisational priorities including establishing sustainable income streams, increasing the MCS profile, brand and supporter base, influencing political audiences and supporting a high-performing, motivated team of staff.

Focussed • engaging • proactive • campaigning • collaborative

We’re aware that we need to really understand why customers use the loo instead of the bin before we can ask them successfully to stop. So we are now thinking about the research we need to carry out to make sure that the messages we give out are as effective as possible.

Sarah Mukherjee
Director of Water UK

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Sarah Mukherjee
Director of Water UK
Much of what we communicate at MCS is fact-based, and incorporates figures and data. To make this easy for the reader to digest we display this information in a visually impactful way by employing illustrated elements, graphs and charts. Our style uses simple, clean graphics in bright block colours to support and add interest to the copy.
Our brand favours clear and user-friendly language, and to further aid the user we employ plain-speaking signposting notes to help people navigate our materials. This is particularly useful when included in guides which include a lot of information to digest, such as the Good Fish Guide. The styles we favour are hand-drawn arrows and the handwritten font Jenna Sue (see section 5.2).
5 Typography
In printed communications use Myriad Pro as the primary typeface. Use only the Semibold, Regular and Light weights - condensed type can be used where there are exceptional size constraints. Do not use extended versions. Where appropriate the corresponding italic weights can be used for emphasis, but use of italics should be kept to a minimum.

**Myriad Pro Semibold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ    abcdefghijklmnopqrstuvwxyz
1234567890    A quick brown fox jumps over the lazy dog
```

**Myriad Pro Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ    abcdefghijklmnopqrstuvwxyz
1234567890    A quick brown fox jumps over the lazy dog
```

**Myriad Pro Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ    abcdefghijklmnopqrstuvwxyz
1234567890    A quick brown fox jumps over the lazy dog
```
These display typefaces should be used sparingly for headers and titling only, they should never be used as body copy.

Jenna Sue [Download](Font Squirrel)
This hand drawn display font is best used on materials of a lifestyle nature that inspire a connection with the environment. A great font for signposting.

321 Impact
This distressed display font is best used on materials that are campaigning in nature or inspiring action.

Acoustic Light
This typewriter display font is best used on communications that are laid back and lifestyle driven.
These typefaces are for materials which are aimed at a younger audience, such as our adoption and Cool Seas educational materials.

**Chelsea Market** Download (Google Fonts)
This rough edged sans serif font is used in our adoption materials aimed at the younger generation, primarily in titling and headers.

A quick brown fox jumps over the lazy dog

**Love Ya Like A Sister** Download (Google Fonts)
This distressed handwritten slab serif font is used in our education materials, in titling and headers only.

A quick brown fox jumps over the lazy dog

**Schoolbell** Download (Google Fonts)
This handwritten sans serif font is used in our education materials, in copy within speech bubbles and notes, not in headers or titles.

A quick brown fox jumps over the lazy dog
In online communications we use Open Sans as the primary typeface due to the close resemblance to Myriad Pro. Use only the Bold, Regular and Light weights. Where appropriate the corresponding italic weights can be used for emphasis. Do not use Italics in Headings.

**Open Sans Semibold (600) [Download](Google Fonts)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz
1234567890  A quick brown fox jumps over the lazy dog

**Open Sans Normal (400) [Download](Google Fonts)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz
1234567890  A quick brown fox jumps over the lazy dog

**Open Sans Light (300) [Download](Google Fonts)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz
1234567890  A quick brown fox jumps over the lazy dog

Where Open Sans is not available, such as in email communications, then use Arial which is the closest commonly available typeface.

NOTE: There may be rare occasions when we need to introduce additional fonts to our work. An example might be a one-off campaign where we feel the existing fonts won’t create the impact required, and we need something different to ensure we stand out and our message is heard.
Where possible, typography should always ensure that copy is presented in a clean, clear and professional manner.

Headlines/Titles

**Titles should by default be set in Myriad Pro Semibold**

An example subheader

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor incididunt ut labore et dolore magna aliquam erat volupat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit laboris nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in henderit in voluptate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi.

For a more relaxed feel, we use sentence case. Sentence case means all of the characters are lowercase, with the exception of the first letter of the sentence, and any names. When we refer to species, we should do so in lower case (i.e. angel shark), unless the name features a nameplace (i.e. Atlantic salmon).

We use sentence case ✓

We Don’t Use Title Case ✗

Avoid using lots of large bold text as this can look uninviting and heavy
5.4 Typography / Typeface usage

Text alignment
All typography should range left. This gives the eye a consistent starting point and distinct ending to each line, ensuring fast and comfortable reading. Centered text should be avoided unless the majority of the content on an output is centered. Range right and justified settings should always be avoided.

Line spacing (leading)
Line spacing (leading) for Myriad Pro should be set at 130% - this is slightly more generous than the Auto setting (120%). Where such fine control is not afforded, a leading of 3-4pt greater than the text size is satisfactory.

In InDesign you can easily set this, for instance for 9pt text enter 9*1.3 into the Leading box.

Image alignment
Avoid aligning foreground images to the left hand margin, as this breaks up the flow of the text. Instead align images to the right, and flow the text around.
6 Marine Conservation Society in words
6.1 MCS in words / Describing the Marine Conservation Society

The MCS team is often asked to provide a set amount of words to describe our work to funders, supporters, media, other websites, social media outlets, our own outputs, reports, presentations, etc. So, to make life easier, here are a few short paragraphs. The following sets of words have our key core messages within them, our strapline and more. Some are very formal and others less so, some clearly are better suited for fundraising whilst others can be used for policy and programme work.

40-50 words

The Marine Conservation Society (MCS) is the UK’s leading marine charity. We want UK seas to be rich in marine life and fish stocks, where beaches and bathing waters are pollution free. The national voice for marine conservation.

Or
The Marine Conservation Society (MCS) works to protect the UK’s seas, shores and wildlife. Our work gives the public a voice to enable us to challenge governments and organisations who can make a difference to the way our oceans are treated.

Or
The Marine Conservation Society (MCS) is the UK’s only dedicated marine charity working solely to secure healthy seas. Too much is being taken out, too much thrown in and not enough being done to protect our seas – we’re trying to reverse this trend.

Or
The Marine Conservation Society (MCS) is the UK’s leading charity working to protect our seas, shores and wildlife. The voice for our seas for almost 30 years, we focus on protection for marine wildlife, sustainable fisheries and clean seas and beaches.
60-80 words

The Marine Conservation Society (MCS) is the UK’s leading marine charity. We work to increase awareness of the growing need to protect our seas, shores and wildlife for future generations in the face of pollution, overfishing and climate change. Our aim is to reduce litter in our seas and on our beaches, achieve better protection for marine wildlife and habitats and encourage people to only eat sustainable seafood.

Or

The Marine Conservation Society (MCS) works to protect the UK’s seas, shores and wildlife. In it, on it, under it or by it – however you love the sea, by supporting MCS you can be part of the movement to save our seas. Together we can reduce marine litter, protect wildlife and habitats and encourage more people to only eat sustainable seafood – all actions that will help preserve our seas for generations to come.

Or

The Marine Conservation Society (MCS) is the UK’s only dedicated marine charity working solely to secure healthy and plentiful seas. We focus on reducing beach litter, encouraging wider sale and purchase of sustainable seafood and creating areas of protection in our seas, just as there are on land. Through our work with schools, industry, politicians and the public, we’re ensuring the seas are not out of sight and out of mind.

Or

The Marine Conservation Society (MCS) is the UK’s leading marine charity. Our seas are at a crossroads – we can either continue to take too much out, throw too much in and not protect them enough, or we can turn the tide on the neglect our oceans have suffered. The work MCS does will help ensure healthy and abundant oceans for future generations.
100 words

The Marine Conservation Society (MCS) is the UK’s leading marine charity. Our role is to educate and inspire people to change their habits, opinions and preconceptions to help preserve our oceans for generations to come. We’ve treated our seas with little respect for too long - too many fish have been taken out, too much rubbish put in and we’ve assumed the sea needs no special protection. Now our seas are paying the price for the years of neglect – species in decline, rising levels of litter and damaging activities allowed to go unrestricted. Our role is to help Governments realise protection is needed, consumers understand that sustainable seafood is the right choice and more people than ever know the dangers of marine litter.

Or

The Marine Conservation Society (MCS) is the UK’s leading marine charity. Our work is all about the protection of our seas, shores and wildlife. We’ve been the voice for UK seas for almost 30 years, fighting for better protection for marine wildlife, more sustainable fisheries and clean seas and beaches. Our work has resulted in the creation of marine protected areas around the UK, carrier bag charges to reduce litter and supermarkets more aware of the need to stock sustainable seafood. But more needs to be done – and our focus is on educating individuals, communities, industry and Government to work towards solutions that will achieve our vision of seas fit for life. If our seas don’t support wildlife and habitats they’ll never support communities and jobs.
The tone of voice we use for the way we write and talk shape the way external audiences feel about MCS.

Our tone of voice links directly to our values and behaviours which were created to show how we want people to feel about MCS. So our tone of voice is just about bringing these to life when we write. And, the more consistent we are, the more likely it is that people will recognise, understand, trust and like us.

**We want people to feel that we’re**
- Welcoming and approachable
- Inclusive
- Credible
- Evidence based
- Upbeat yet realistic
- Inspiring and fun
- Open
- People-focused

**We don’t want people to feel that we’re**
- Exclusive
- Academic
- Overly scientific and stuffy
- Dated
- Reticent
- Alienating
- Not people-focused
- Hectoring and dogmatic
Our written words need to be friendly and welcoming
Use ‘we’re’ instead of ‘we are’, ‘let’s’ instead of ‘let us’ – write the way you speak – it’s less stuffy and sounds more natural. A good test is to read your words out loud - if it rolls off the tongue and sounds like a conversation, you’re on the right track!

Don’t write like a scientist
What works for a scientific paper will most certainly not work on a press release, in a blog or on social media. Think about who you’re communicating with – imagining you’re chatting down the pub to a mate is a good way to frame a talk or a written piece.

Less is more
This may not work in the world of academia – but it does everywhere else! Short sentences, short paragraphs, not too many words like ‘amazing’ or ‘spectacular’ (wears a bit thin), no jargon, use facts and figures to support a story – not the story themselves, and no assumptions that your audience knows as much as you do.

Keep it simple
Bombarding people with too much and too complex information creates noise that audiences and stakeholders won’t engage with. Use headlines that pack a punch – use short, punchy headlines rather than long-winded or technical ones. You can always use a sub-heading to explain more.

Don’t use weak words that say pretty much nothing
‘Might’, ‘could’ and ‘would’ can (where possible) be replaced with ‘can’ and ‘will’ – sound assertive, not reticent. Using active, not passive verbs will make your writing more dynamic.

Tone of voice can be varied to suit your needs so ask these questions:

- Who is the audience?
- What will interest or motivate them?
- What stories can you tell the audience to inspire them to action?
7 Marine Conservation Society in pictures
A heavy use of photography is encouraged. We have a library of images available for such use. When selecting images yourself, please use those that are generally energetic, vibrant, warm and positive in tone. Wildlife photography makes up a large part of the Marine Conservation Society brand, so it is important to maintain a high standard. Where a suitable photograph is not available within our library, discuss image requirements with the Head of Communications before purchasing from a commercial stock photography source.

Avoid the use of widely available clip art wherever possible.

To retain the quality of the Marine Conservation Society brand, high quality images should be used for both print and electronic publicity. Please adhere to the recommendations on the following pages as a guideline for the use of imagery and the supply of artwork for print and digital publication.
7.2 MCS in Pictures / Photography (do’s and don’ts)

Do’s ✅

Pictures should be taken in natural surroundings in a journalistic style, reflecting daily life. In general the tone of imagery should be positive. Full page imagery is striking and effective and the use of large images is encouraged. A photo that tells a story.

**Wildlife**
- Pictured in their natural habitat
- As bright and colourful as possible
- Showing biodiversity (multiple species on show)
- Eye contact where possible

**People**
- Smiling, happy, engaged, dignified and natural
- Engaging and connecting with the environment, enjoying their surroundings, taking part in activities
- Warm and dry, enjoying their experience
- Diverse ages and ethnicities, preferably people enjoying the environment together
- Eye contact where appropriate

**Landscapes**
- Encourages a connection to the sea
- In pleasant weather, ideally with blue skies
- Showing industry and commercial interaction

Don’ts ✗

Avoid taking staged, distorted pictures or pictures taken from extreme angles.

Feel: generally avoid desperate, sad pictures.

- Limit the use of cut out people/animals
- Limit the use of artificial backgrounds
- Don’t use flash and spotlights
- Avoid extreme close ups or distances
- No blurred or low resolution shots
- Avoid using illustrations or cartoons unless on education materials
Images that have impact, display movement or action.
As bright and colourful as possible and display biodiversity (multiple species on show).
That look you in the eye, engage, evoke emotion and inspire people to work with us to save them.
Focus on enjoyment for all. Upbeat and reflective scenes of individuals, families and groups enjoying our natural coastal environment, captured in as natural a way as possible.
Images should be vibrant, lighthearted, spirited and inspire people to take action and work with us. Choose images which tell a story. Try to avoid staged photographs - where unavoidable, always opt for those which capture natural or animated moments. Photos showing clear branding are favourable.
Dramatic coastal scenes which reflect the rugged beauty of the UK coastline, where possible incorporating people and the sustainable use of the landscape.
Images that look you in the eye, engage you, evoke emotion and inspire people to work with us to save them. Avoid overly desperate and shocking photography involving wildlife, it is preferential to show images which offer hope. The juxtaposition of natural beauty with man-made pollution serves to highlight the degradation of our environment and gives a sense of urgency.
Ensure that you have copyright permission before you use externally sourced photography and credit any relevant photographers clearly.

For editorial use, such as articles within Marine Conservation Magazine, where possible tag pictures with a short description of the scene, including information on the location and the objects, people or species captured. Tags can be within the photo if the copy is short, or outside if the copy or copyright is lengthy or illegible when overlaying the image.

The style and formatting of crediting and captioning should be consistent throughout the document.

Where the aesthetics of the imagery is jeopardised by including the credit within the image or near to it, it is acceptable to include a concise block of credits in a quiet area of the page or at the end of the document.

In the case of a person within the photo being under 16, a consent form should be completed. The Marine Conservation Society cannot take responsibility for inappropriate usage of copyrighted images by a third party.
7.9 MCS in Pictures / Image formats and specifications

**Digital publication**
For mediums such as the web, enews, CD-Rom/DVD-Rom, email attachments and HTML emails, 72dpi is the standard resolution. The colour mode should always be RGB mode, but there are several electronic image formats that can be used:

- **Joint Photographic Experts Group (.jpg)**
  Best used for photographs and complex graphics. Image resolution should be set at 72dpi and in RGB colour mode. Avoid heavy compression of JPEGs as this can cause unwanted degradation and distortion of the image in the form of compression artifacts. A suggested compression of 80-90% is a good compromise between image quality and filesize. JPEGs do not have an alpha channel and so cannot be transparent.

- **Graphics Interchange Format (.gif)**
  Contain less colours than JPEGs, and as such are not as suitable for photographs, but are ideal for simple graphics. where block colours and clean lines are favoured. GIFs can be saved with transparency.

- **Portable Network Graphics (.png)**
  Applications are the same as GIF format, however PNGs often exhibit improved results, being the most used lossless* image compression format on the Internet. PNGs can be saved with transparency and if saved in PNG24 mode, are much improved.

**Print publication**
Ideally 300dpi (dots per inch) images and artwork should be provided for printed literature. If 300dpi is not possible, 200dpi is the minimum resolution that should be used. Use this format for material such as Leaflets/Flyers, Posters (up to A2 size) and Business Stationery. For any large format posters or banners, which are designed to be viewed from afar, a lower resolution may be acceptable, but avoid a resolution on photographic content of less than 150dpi. Image compression should be avoided.

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* Lossless compression reduces a file’s size with no loss of quality
8 Essential information
8.1 Essential information / The small print

In our communications it is important to include the following:

**Image credits**
If we are using an image which is not owned by MCS, it should be credited to the photographer/illustrator, or the owner (See section 7.8 for details).

**Printing**
Whenever possible MCS prints on recycled paper made from 100% post-consumer waste. Where the paper stock is certified (i.e. FSC or similar) this should be communicated by using the certification scheme stamp, which should be placed in the bottom corner of the last page of the document. If space is at a premium, and there is not room, include a short written statement, for example ‘Printed on 100% recycled paper’. For more information on our print policy please refer to the MCS Green Footprint Policy.

In the majority of printed outputs it is necessary to include a print reference code, which should be included in an unobtrusive way: 456-2016 (example of print code) AD024-16 (example of advertisement code)

**Quotations**
All quotes should be properly attributed to their author/source.

**Copyright**
MCS publications should have the copyright statement placed on the back cover, or on the foot of the last page. The statement should be in a small font-size and in the following format, with the year of publication included:


**Our name and charity number**
All communications must include the MCS registered charity numbers: Registered charity no: 1004005 (England & Wales); SC037480 (Scotland).

Where space allows: Marine Conservation Society is a registered charity no: 1004005 (England & Wales); SC037480 (Scotland).

Any corporate documents including letterheads, contracts and agreements, invoices, websites, purchase orders and annual reports must have the full legal statement:

The Intellectual Property Office’s Trade Marks Register gives the owner the exclusive right to use the registered mark in the registered classes of goods and / or services. Permission from MCS must therefore be sought to use or reproduce the MCS logo. MCS has registered the 2 x full colour versions and 2 x mono versions (see opposite) of the main MCS logo in the UK in the 4 classes below:

Class 9: Electronic publications (downloadable); electronic publications (downloadable) relating to marine conservation; educational programmes; educational programmes relating to marine conservation.

Class 16: Educational materials in printed form; educational materials in printed form relating to marine conservation; printed matter; stationery; guides; guides relating to marine conservation; leaflets; leaflets relating to marine conservation; instructional materials; instructional materials relating to marine conservation; teaching materials; teaching materials relating to marine conservation; printed publications; printed publications relating to marine conservation.

Class 36: Fundraising; charitable fundraising; collections (charitable); financial grant services.

Class 41: Education services; education services relating to marine conservation; training services; training services relating to marine conservation; publication services; charitable services; organising group activities; organising group activities in relation to marine conservation; provision of online electronic publications (non-downloadable); provision of online electronic publications (non-downloadable) relating to marine conservation; consultancy services; consultancy services relating to marine conservation; advisory services; advisory services relating to marine conservation.

MCS are entitled to use the ® symbol or the abbreviation “RTM” (for Registered Trade Mark) to show that our trade mark is registered. The ® symbol is usually placed on the top right-hand side of the trade mark in a smaller font than the trade mark.